EXHIBIT 11-C

SAMPLE FORMAT FOR A NEWS RELEASE

(Type on letterhead of City, Town, or County or the Community Development or Planning Office Administering the CDBG Project)

(Date)

BRIEF HEADLINE IN CAPITAL LETTERS
(headline should draw a reader's attention)

FOR IMMEDIATE RELEASE
(never use a specific date)

If possible, begin your news release with an eye catching quotation. By beginning your release with an attention getting statement attributed to a specific individual, you will increase your chances of getting the release published. Always have the "Who, What, When, Where, Why, and How?" answered in the first paragraph. Often only the first paragraph will be used by a newspaper so make sure the information is included in order of priority.

The rest of the release is used to provide supplemental, background information regarding the topic of the release. Newspapers prefer that news releases be double-spaced so that they have space to edit the text.

-END-
(this will make it clear that this is the end of your release)

FOR FURTHER INFORMATION CONTACT: Mayor John Driscoll at 453-6040

PHOTO ATTACHED
(if you are sending along a black and white photograph related to the release)